

# Keep Your Medical Clinic Patients *For Life*<sup>™</sup>

## Part I: Keep Your Patients for Life in a Declining & Overly Competitive Market

### **MISSION:**

Managing Moments of Truth in a Physician Office

### **YOU WILL LEARN HOW TO:**

- ▶ Master the critical concepts of managing your customers' "Moments of Truth" in order to earn their lifetime loyalty and see yourself the way your customers see you.
- ▶ Discover your customers' "Service Cycle" and a ten-step method to meet and exceed expectations.
- ▶ Consistently and persistently measure your customers' perceptions and respond quickly, driving continuous improvement.
- ▶ Apply the techniques to achieve extraordinary customer service and empower everyone to the common goal of "legendary" customer satisfaction.

## Part II: Service Standards Workshop

### **MISSION:**

Identify Succinctly for Each Clinic Where Their Breakdowns Are  
and What Simple, Measurable Standards They Can Apply

### **YOU WILL LEARN HOW TO:**

- ▶ Build results off surveys and develop simple and measurable standards for applications by each clinic.
- ▶ Create a recognition process to acknowledge clinics for improvement in the measurement categories.

### **SEMINAR ATTENDEES SAY IT BEST:**

"The stress and frustration of a busy work schedule seems surmountable after attending this seminar. I was able to incorporate a number of ideas into my daily plan."  
— Elizabeth Hukulak, MD

"Awesome! It's something every physician office should hear. Customer service is the key to success."  
— Irma Renee Garcia

"Really motivational; crisp, clear and well presented. Content wise, I'm completely satisfied. It will surely help me in my work and relationship with my patients.."  
— Ann Larzarraga, MD

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